

Jim Barnett Park
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FOR IMMEDIATE RELEASE

From: City of Winchester Parks & Recreation Department
Date: October 23, 2013
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Parks & Recreation Advisory Board Meeting

The Winchester Parks and Recreation Department would like to announce the date and time for the Parks & Recreation Advisory Board meeting for the month of October 2013.

Park Advisory Board Meeting : October 28, 2013 6:30 p.m.
Social Hall in the War Memorial Building
Jim Barnett Park

Meeting agendas, supporting documents and meeting minutes will be available on-line at:
<http://www.winchesterva.gov/parks/park-board-meetings.php>.

Winchester Parks & Recreation
Advisory Board Agenda
Monday, October 28, 2013
6:30 p.m.

Agenda

Welcome	Krista Farris
Approval of September Meeting Minutes	Krista Farris
McCormac Amphitheatre History and Potential Vision Shenandoah University Student Presentation	Dr. Warren Hofstra
Public Comments (3 minute time limit for comments)	
Chair Comments	Krista Farris
Jim Barnett Park Master Plan/Winchester Parks and Recreation Needs Assessment Status and Project Consultants	Jennifer Jones
Director's Report	Jennifer Jones
Community Recreation Programming and Fees (Recommendation)	
Marketing – readMedia, Blog, Program Guide, Social Media	
Paradigm Shift – Streamlining data collection	
Park Project Updates; Children's Dream, Bridgeforth ADA, Artificial Turf, Skate Pavilion, Dog Park and JBP Infrastructure	
General Comments	
October Meeting Dates and Times	Krista Farris
Board Comments/Idea Sharing	
Adjournment	

Winchester Parks and Recreation
Advisory Board Meeting
Monday, September 23, 2013
6:30pm

Meeting Location: Lord Fairfax Room

Present: Krista Farris (Chair), Jules Bacha, Rosie Schiavone, Brian Wigley, Kyle Homan and Shelly Lee

Absent: John Bentley (Vice-Chair), Matt Mintschenko and John Elliott

City Staff: Jenny Jones and Lisa Hamaker

Council: Milt McInturff

Media: None

Guests: None

Krista Farris called the meeting to order at 6:35pm.

Approval of July 22, 2013 Minutes:

A motion was made by Brian Wigley to approve the July 22 minutes as presented, Jules Bacha seconded the motion. The motion carried.

Public Comments: None

Chairman Comments: Krista Farris

Krista Farris welcomed Jennifer Jones the new Park Director.

Jim Barnett Park Master Plan Status: Staff

Master Plan Verses a Needs Assessment:

Jennifer Jones addressed the Advisory Board on her recommendation of a Needs Assessment verses a Master Plan. The needs assessment encompasses both facilities and programs while a master plan typically addresses only site or facility. The needs assessment would gather more comprehensive information of the entire Park system operations and recreational needs.

The Survey Instrument and Focus Groups:

Jennifer Jones suggested a change to how the surveys may be conducted to ensure good cross section of the community and validity of the responses.

She also suggested bringing a consultant on from the beginning of the process to ensure the end product is what the Department and Board are expecting. The possibility of looking into some college programs for students studying survey research as a tool during the process was mentioned.

Brian Wigley stated the direction of the survey would need to guard against duplications of the responses.

Milt McInturff suggested making sure that a Needs Assessment plan will satisfy the criteria that a Master Plan has. Jennifer Jones will check the criteria and review it with Dale Iman, City Manager. Lisa Hamaker will provide Jennifer Jones with a copy of the current Master Plan and some examples Thomas Jones had collected from other localities. Jennifer Jones will come back to the Advisory Board with more information.

Shelly Lee stated she is willing to go out to Community meetings, neighborhood watches and HOA meetings to handout surveys if needed. Other suggestions for sending out the survey were

Citi-E-News, a link on the Park website and an article with Vic Bradshaw and the Winchester Star.

Krista Farris stated that various tools and measures are needed to get the most accurate information.

Director's Report:

Director's Bio-

Jennifer Jones shared her bio with the Advisory Board to help give them a sense of her background. She also stated she loves the history aspect Winchester has and the fact that the City has a management plan.

Community Recreation/ Creating a More Livable City for All-

Jennifer Jones expressed her vision of taking a more active role in delivering benefits to residents and participants by stepping up program offerings. The addition of community recreation programming will help achieve the department's mission of providing comprehensive programs and parks as well as the City's Strategic Plan to provide a more livable community for all. She provided her vision for developing the department's marketing plan with the department taking on its own marketing outlets.

Milt McInturff inquired if staff will implement and advise the Board or get the Board involved. Staff plan to move forward but Board members can provide instructor contacts if they choose.

Change in Program Guide-

The new program guide planned for the department will be a 32 page full color glossy, visually appealing direct mailed to residents 3 times a year. The goal is to market programs, services, create community pride and educate people on the benefits provided by parks and recreation services.

Paradigm Shift- Creating Balance-

After meeting all staff within the department Jennifer Jones believes there needs to be a paradigm shift in the recreation division from 70% data collections and 30% program planning to 70% doing and 30% paperwork. This brings more unification in budgeting and a streamline process for data collection.

Jules Bacha provided encouragement on the streamlining of data collection.

Miscellaneous-

Proposed Little Free Library:

Lisa Hamaker reported an interest from Lisa Brills in becoming a steward to bring the Little Free Library to the rose garden area in Jim Barnett Park. The concept is to take a book, read and place it back in the box. Ms. Brills will supply the books and keep the box filled. The department's Child Care division will monitor the area and the box to make sure only age appropriate materials gets placed there. It will be accessible for both ADA and smaller children.

Geese Signage-

Lisa Hamaker stated the educational geese signs are up at Wilkins Lake. Currently 5 signs are in place. Another set will be done in Spanish.

Whisper Dishes-

Jennifer Jones commented that the Discovery Museum gave the Recreation Department a set of Whisper Dishes. Those will be placed at the Familyland area near the playgrounds within the next 3 weeks.

The new Aquatics Coordinator, Brandon Ware is to start on October 9.

Jennifer Jones commented that John Handley High School's Technical Construction Program will be starting work within the next 2 weeks on the Bridgeforth Field area.

Board Comments:

Krista Farris asked if Wilkins Lake is just catch and release. The Lake is stocked and all state fishing licensing applies.

She also inquired how the grass on Preston held up and was told it did well.

Krista Farris asked Advisory Board members to consider if they would like to have the meeting dates changed to another day of the week. Currently the Board has an approved meeting calendar but Milt McInturff stated the Chair can change the approved calendar. He also commented attendance requirements are 9 out of 12 meetings excluding meetings that are cancelled.

Lisa Hamaker commented that World Series event volunteers are starting to contact the department.

The Skate Pavilion is still having helmet issues but the department's part-time Maintenance staff is now coming in a bit earlier to help monitor the facility. Milt McInturff commented the City took the Skate Pavilion under their wing with the aspect that helmets are required and the department will be educating participants and policing the facility.

Krista Farris shared some concerns about the safety of some of the Green Circle Trail. Milt McInturff will relay these to Tim Youmans, the City Planning Director.

Jules Bacha commented Woody Bousquet, the Environmental Studies Professor at SU is familiar with environmental and encroachment issues near the wetlands. He stated that the Parks department be stewards of the environment. Milt McInturff shared information that there have been discussions on creating an environmental stabilization team.

Rosie Schiavone is a Liaison to the Winchester Swim Team and she will meet with Lisa Hamaker to see how user group fees were created.

Advisory Board Meeting Dates: Krista Farris

Advisory Board Meeting: Monday, October 28, 2013 @ 6:30pm

Adjournment: With no further business to discuss Krista Farris asked for a motion to adjourn the meeting; Jules Bacha made the motion and it was seconded by Shelly Lee. The motion was approved and the meeting was adjourned at 8:28pm.

Respectfully submitted; Jennifer Stotler; Park Administrative Coordinator